Children’s Cancer Association at 25

Celebrating the Legacy and Future of JoyRx®—Made Possible by You
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Watch: Ellie’s Story
Children’s Cancer Association’s Legacy and Bold Vision for the Future

Thanks to generous donors like you, JoyRx has flourished for 25 years and is poised for future growth and impact—improving the emotional health and well-being of young patients through Joy-centric programming and positively transforming the pediatric healthcare experience for years to come.

To celebrate this milestone and illustrate the powerful impact of your investment in Children’s Cancer Association (CCA), newly promoted CEO, Danielle York, and Founder & Chief Joy Officer, Regina Ellis, share a few thoughts on CCA’s enduring legacy and excitement for the future of JoyRx.

If history has taught us anything, it’s that uncertainty is always around the corner. In spite of this, there remains the need to understand how to continue to do important work that truly impacts the lives of others in meaningful ways.

No matter what is happening in the world – children with cancer remain among our most vulnerable populations.

Cancer is the leading cause of death by disease of children in the United States. There is tremendous need for the work we do—most importantly because we have the ability to change the pediatric cancer experience in ways that have long proven to benefit mental and emotional wellness. Joy often lies dormant in the lives of children with serious illness. Together, we are changing that. And now more than ever—Joy matters.

Why are Joy-centric programs a critical element in the pediatric healthcare environment?

Hospitals and treatment centers are not necessarily designed to independently provide the kind of emotional support we deliver. Contrary to popular belief, hospitals are often as resource strapped as most other organizations—and they have tremendous responsibility to focus on disease cure. Our programs complement that focus and address other important needs of patients to enhance state-of-mind and mood, and reduce perception of pain, isolation, fear, and anxiety, and potentially, outcome elements.

Kids are not grown-ups in smaller bodies. They are at their finest when surrounded by Joy. You hear it in their giggles, see it in their eyes, feel it when they engage it and hold onto it.

If we can ensure they are enveloped in Joy through the most difficult moments of their lives, we can help positively impact their treatment experience.

What about CCA’s future makes you most excited?

We have very clear and defined plans for how we will reach more kids than ever before. Some of those plans require more traditional means of program delivery through expansion, others will continue to leverage technology to deliver programming unique to digital platforms—to make JoyRx Music accessible to kids, in one form or another, 24 hours a day, seven days a week.

Our vision is to place Joy-centric programs in more than 200 children’s hospitals across the country by 2025, and to make those programs accessible to sick kids wherever they are, whether they are in hospital or not.

I’m also excited about where we believe our work will lead us as it relates to science and impact. There is more work to do in this area.

We know the work we do shifts experiences and positively impacts outcomes, whether short or long-term. We have seen this from 25 years of being at the bedsides of young patients. In the future, we’ll embark on proving this evidence through clinical research and science.
There are more than 20,000 nonprofit organizations in Oregon and 1.5 million in the US—why are you grateful to CCA donors and why should individuals, corporations, and foundations choose to invest in and support CCA?

I always say all mission purpose work is important. There are many incredible organizations focused on a far-reaching number of critical social impact causes. I do believe, when giving personally, people first prioritize what resonates with them.

I know our donors—and I hope more and more on a broad scale all people—believe in the power of bringing Joy to kids who are enduring the most challenging circumstances.

Kids are faultless in their situation—and they need so much more than the traditional treatment protocols to help them through it. Those who give to CCA recognize this—and know seriously ill children need what illness has tried to take away from them—Joy. We are incredibly grateful for the work made possible by our donors and have positioned ourselves ready to expand that work as investment in Joy grows with us.

Regina Ellis, Founder & Chief Joy Officer

Over the last twenty-five years, what are you most proud of at Children’s Cancer Association?

While the majority of our nation’s cancer organizations are focused on research, on tomorrow, CCA is laser-focused on the emotional health of young patients today, right now. Our success on behalf of children with cancer or other serious illness has been a result of the extraordinary efforts and generosity of many people who know that Joy is a mindset, a choice, and daily practice.

Our Joy-based programs are an unlimited resource to help young patients optimize their wellness.

Thanks to the long-standing commitment of our community, we have just celebrated the milestone of delivering more than one million moments of JoyRx to children and young adults.

I am most proud of the passion of our community and the unstoppable power of Joy to elevate mood, increase resilience, and optimize the emotional health of young patients every day.

As you step away from the day-to-day operations of the company, what are the heritage values that continue to differentiate CCA’s brand today?

Over the past 25 years, CCA has grown into one of the most respected and innovative children’s healthcare nonprofit organizations in the Pacific Northwest. Our brand and organization are admired, and our culture and leadership are strong.

I attribute this to the steadfast support of our community, a group of generous folks who share our key values—Joy, optimism, perseverance, and audacious vision; these values are as resonant today as when our organization was founded around a kitchen table in 1995.

In your new dedicated role of Founder and Chief Joy Officer—what is your focus at the company in the next five years?

My commitment to CCA is personal, unwavering, and unconditional. In 2021, as Chief Joy Officer, my work will shift to a greater “in the community” role, focused on cultivating and stewarding our capital campaign’s philanthropic strategy: JoyRx Now.

We are at a critical moment in CCA’s journey. We see an extraordinary opportunity to disrupt the status quo of our nation’s pediatric healthcare environment—by incorporating Joy as a new pathway from illness to greater wellness, reducing pain, anxiety, stress, isolation, and integrating a new delivery system for increased emotional and physiological well-being.

In the next five years, CCA plans to deliver free access to Joy-based programs to more than 50,000 children and young adults, expanding the national presence of JoyRx Music, scaling our 24/7 digital-live and on-demand delivery, and expanding into new regional markets—California, the Midwest, and Southeast.

This requires deepening investment, inspiring some of the most innovative corporate, foundation, and philanthropic partners to join us, and building a national network of hospital partners to reach our goal of placement in 200 children’s hospitals and medical facilities across the country.

Never before have we been on the precipice of transforming the pediatric health experience in this way. If you are interested in building the future of JoyRx, I would welcome an opportunity to speak with you about joining the Joy revolution.
Your Investment at Work
Financial Impact in FY20
May 1, 2019 - April 30, 2020

FY20 Financials
Revenue: $6,598,488
Expenses: $6,637,958
Net Assets: $4,787,769

Investment Into Children’s Cancer Association
Community Events $2,767,317 42%
Direct Public Support $1,524,992 23%
In-Kind Donations $1,325,979 20%
Grants/Other $534,399 8%
Corporate Support $445,802 7%

Invested by Children’s Cancer Association
- Programs: $4,310,334
- Fundraising: $1,399,751
- Operations: $927,873

Five-Year Investment Into the Community
- FY20: $6,5M
- FY19: $5.5M
- FY18: $5M
- FY17: $6M
- FY16: $6.5M

Financial Excellence & Accountability

We are deeply grateful for the generosity of our donors and partners and work hard to maintain the highest levels of transparency and stewardship, as reflected below.

Children’s Cancer Association has earned accolades for more than two decades for fiscal discipline and was honored to be the recipient of the Better Business Bureau’s (BBB) Torch Award as Oregon’s 2019 Charity of the Year. The BBB Torch Awards shine the spotlight across the nation on businesses and nonprofits that demonstrate excellence in dedication to integrity and ethical business practices.

At CCA, we are proud of the mission impact our donors have funded over the last 25 years, illustrated in testimonials on third party sites like Great Nonprofits, where we have been a top rated organization every year since 2012. We are also a proud GuideStar Platinum rated charity (since 2016 when their transparency seal program launched), have earned three stars on Charity Navigator since 2017, and have been named one of Oregon’s top ten Most Admired companies for seven consecutive years, as voted by our region’s CEOs in the Portland Business Journal.
JoyRx Heals All

At Children’s Cancer Association, we believe Joy is an unlimited resource and undeniable right. We champion purple, but know Joy heals young patients of all colors, no matter what language they speak, where they hail from, or live—ensuring all have equitable access to no-cost, Joy-based programming.

Our JoyRx Mentorship team includes a full-time, bi-lingual (Spanish-English) Program Specialist.

Demographic estimates of Oregon-served youth: White 49%, Hispanic 20%, Black 6%, Asian 4%, Indigenous 2%, Not Specified/Other 18%.

CCA also strives to create a workplace and leadership team that reflects the diversity of the kids and families we serve, championing our team of unique individuals to feel empowered to bring their full, authentic selves to work.

Diversity of Population Served

Service Totals in FY20
May 1, 2019 - April 30, 2020

JoyRx Heals All

- **233,956** Total JoyRx Interactions
- **10,078** Total Kids & Teens Served
- **17,015** Total Family Members Served

Read David’s Story
In this, CCA’s 25th year, we’ve been thinking a lot about our legacy and feeling excited about our future. What started as an idea around a kitchen table—to Bring Joy to Young Hearts (an early CCA tagline)—inspired by the joyful wisdom of a five-and-a-half year-old girl who died from cancer, has evolved into a national effort that is positively changing the pediatric healthcare environment and treatment experience for seriously ill children.

In her beautiful but short life, Alexandra Ellis instinctually embraced the power of Joy and it enhanced the quality of her days battling cancer and inspired her family and their friends—parents, pioneers, and dreamers—to establish a one-of-a-kind organization, Children’s Cancer Association. Alex’s gleaming heart (taken from a happy tree in one of her last drawings) has been shining its bright light on CCA’s brand ever since.

Since 1995, Alex’s mom, CCA Founder & Chief Joy Officer, Regina Ellis, has brought more innovators, dreamers, and philanthropists around her table. She’s inspired an impressive group of business and community leaders to serve on leadership boards, propelling CCA’s innovation and growth.

In collaboration with CCA Board of Directors, Clare Hamill, Andy Lytle, and Aaron Cooper, and JoyRx Music Champs, Karina Wilsher and Heidi O’Neill, a new strategic vision was introduced in 2010—reimagining a future where Joy-based programs are a standard of care in the pediatric healthcare environment. The term JoyRx was coined to reflect the “prescriptive” nature of CCA’s programs. CCA’s website address became JoyRx.org and our tagline changed to: We Prescribe Joy.

In 2015, we introduced mood-shifting tools into our digital music program, giving kids the power to self-prescribe (or choose) the experience that would help them feel better, relieving the sadness, anxiety, and isolation experienced during lengthy treatments and hospitalizations.

We also started seeing studies that provided scientific evidence of what we’d been seeing for 20 years—that music, happiness, and nature provide healing to those with serious illness. We took stock of the 20-years of program data we’d been collecting. What we saw, led to our next step forward.
This year, led by CCA Board members, Aaron Cooper and John Simpson, along with Kevin Lyons from our long-time agency partner, Anomaly our brand made another leap forward. This newest brand transition represents years of program success and careful thought and planning—and it positions CCA for the future.

“CCA’s new tagline—JoyRx Heals—brings all of our signature Joy-centric programs together (MyMusicRx, the Chemo Pal Mentor Program, and NatureRx) and centers them around the one idea that has always been at our heart: JoyRx—the healing power of Joy.”

AARON COOPER
Board Leader Since 2010

Hence, MyMusicRx is now JoyRx Music; the Chemo Pal Mentor Program is now JoyRx Mentorship; and the Alexandra Ellis Caring Cabin is now JoyRx Nature. Joy is our past, our present, and our future. It has always been our driving force—and now, it takes its rightful place as the focal point of our brand, as we envision a human-centered healthcare environment where JoyRx is a standard of care and JoyRx Music becomes available in every children’s hospital and medical center across the nation.
COVID-19 tested CCA’s innovative nature and we adapted to meet the challenge head on. Joy delivery was not stopped—thanks to our community’s generous donations to the Joy Response Fund.

Live, digital-live (virtual), and on-demand JoyRx Music was embraced by families and hospital partners, propelling expansion of the program—and we anticipate virtual work to continue with newly acquired expansion partners, even after pandemic restrictions are lifted and in-hospital service can resume.

JoyRx Mentorship is continuing to support long-term matches while making virtual matches, providing friendship and distraction for newly diagnosed kids facing even greater isolation during scary treatments.

The Caring Cabin’s doors opened again after a short closure, giving families a safe place to find respite by surrounding themselves with their loved ones and the beauty of nature.

We are grateful to share these program reports that illustrate the many ways your support has made a positive impact on the emotional well-being of young patients and their families.
JoyRx in Action

JoyRx Music has provided so much joy and comfort to our patients and families when they feel their world has been flipped upside down. The virtual platform allows them to interact virtually, requesting songs, singing along, playing instruments, and dancing.

DEANNA
Child Life Specialist at Dell Children’s Blood and Cancer Center, Austin, Texas

This year has been a mess with Max’s recurrence, surgery, and radiation all during the first months of COVID. Being at the Cabin gave us a sense of relief from our day-to-day worries. The blue sky at the beach during the day and the stars over the lake at night were added bonuses.

SAM
Max’s Dad

In the midst of all this, COVID-19 hit. But not even a pandemic was able to stop CCA’s mission of Joy. (Lauren’s Joy Mentor) Emma stayed in close contact with Lauren through Facetime and text messages. The JoyRx Music team did live video sessions, and even recorded themselves singing Lauren’s favorite songs to bring her a smile whenever she needed it.

MALLORY
Lauren’s Mom

The complexity of nurturing a child through cancer during a global pandemic is an intense emotional burden. The environment of the Cabin and surroundings was like a comforting, welcoming embrace from the outside world.

SUSAN
Max’s Mom

Your organization has been such a sweet thing in a season that was hard. I cannot thank you enough for your kindness.

KARISSA
Anna’s Mom

Dee isn’t the kind of person to reach out first, to anyone, and having (Joy Mentor) Lorena do that during this time of social distance is a huge help in keeping up socializing and conversation. Lorena was already a good friend to Dee, but especially now.

JENNIFER
Dee’s Mom

During the pandemic CCA found more creative ways to renew energy. Watching the live Facebook sessions and the personalized song request videos lights up my day and demonstrates that joy is THE number one priority for them no matter what is going on in the world.

KIRA
Age 15, Leukemia Survivor

VOICES

Of Program Impact During COVID-19

You Make JoyRx Possible
JoyRx Music Empowers Young Patients to Find Their Joy

Now in its 25th year, JoyRx Music (formerly MyMusicRx) draws on the universal appeal of music to buoy spirits and energize, enabling young patients to feel Joy during the stressful and painful experiences related to extended hospitalizations and treatments for life-threatening illness.

Children’s Cancer Association’s trained staff musicians engage hospitalized kids of all ages and diagnoses, allowing them to choose the music medicine experience that best fits their current emotional place and desired mood.

No-cost bedside and virtual program options are available and tailored for one-on-one or group music experiences. Young patients can choose to watch a live music session, request a song, sing, engage in a music lesson, or even grab an instrument to play along—whatever feels right and brings Joy to them in the moment.

JoyRxMusic.org is available on-demand 24/7 and offers instant access to exclusive artist performances, music lessons, games, and more.

Nearly 100,000 young patients have experienced the healing power of JoyRx Music since 1995.

Music heals. This is a fact I do not take lightly. The distress in our teenager’s eyes as she lost the ability to speak, walk, write, to do anything at one point in her treatment was painful for me to see as her mom. CCA’s musicians played songs that she had requested in prior bedside jam sessions. Her eyes sparkled with each visit. Kira often retells this point in her journey, saying that hearing them play “HER” songs made her feel unique. She talks about wanting to break out of her locked body and sing along and feel normal.

SARA
Mom to Kira, 15, Acute Lymphocytic Leukemia (ALL)

Read Kira’s Story

Parent Survey Highlight

92% of of parents said the JoyRx Music program improved their child’s experience in hospital

Program Impact in FY20 (May 1, 2019 - April 30, 2020)
JoyRx Mentorship (formerly Chemo Pal Mentor Program) has fostered trusted companionship to inspire laughter and distraction. The only program of its kind in the nation, Children’s Cancer Association’s trained, adult, volunteer Joy Mentors provide emotional support to young patients in treatment and critical support to parents who endure the hardship of long hospital stays with their children.

A cross between a supportive playmate and a trusted listener, Joy Mentors bring lightness. In the hospital, they arrive with bags full of toys, games, and activities and do their best to make their young friends belly laugh and smile ear-to-ear to relieve their stress and anxiety, dispelling feelings of loneliness and isolation. Virtually and remotely, they spend time on chat and video calls and exchange old fashioned pen-pal letters. Mentorships can last multiple years and often the bonds of friendship are still strong long after the final treatment.

JoyRx Mentorship has matched more than 1,500 kids with a trusted Joy Mentor since 1999.

When Raul was first diagnosed, he was sad all the time. He felt sick, scared, and treatments were frequent and difficult. When he got to meet his Joy Mentor, Diego, we could see him starting to show glimmers of looking happy again. Diego’s friendship has been wonderful for Raul and provided him a lot of support, which in turn, provides me a lot of support. This has been intense and difficult for our entire family, so when Raul has Diego to play with and distract him, it’s the help I need, too.

MARISOL
Mom to Raul, 6, Acute Lymphocytic Leukemia (ALL)
JoyRx Nature provides an essential connection to nature and instills hope and resiliency. Families close the gate behind them at Children’s Cancer Association’s Alexandra Ellis Caring Cabin® on the Oregon coast and find themselves a world away from the hospital, nestled in 24 acres of surrounding woods with plentiful wildlife and a serene lake with its very own rowboat.

The Caring Cabin is an extraordinary place for children in treatment and their extended families to relax, explore, and create once-in-a-lifetime memories. Many tell us afterward, they feel a kindred spirit with the hundreds of families just like theirs who have “been there,” and left CCA-provided, personalized rocks along the pathway to the lake, commemorating not only their stay, but the long, hard road they have each taken. This no-cost, five-day retreat restores the energy needed to battle serious illness.

The Caring Cabin has welcomed more than 500 families since 2006.

When we first opened the gate, we knew we had arrived at a very special place. Everything about the property encourages reflection and healing. We were moved to tears as we walked down what I am calling “The Path of Warriors.” We thought of all the children who had fought just like our Jack. We thought of their families. We wondered how many of them won their battle. To have a few days dedicated to processing, reflecting, and planning for our future truly left us feeling empowered and healed on a level we had not experienced to date. Thank you.

GINA
Mom to Jack, 13, Acute Myeloid Leukemia (AML)
In August 2020, CCA made the difficult decision to suspend legacy program, Link, after 21 years of service to families. The COVID-19 pandemic brought significant financial challenges and required our leadership team to take a hard look at our portfolio of programs. The suspension of Link allowed our staff to focus resources on our flagship program, JoyRx Music, and our strategy to expand delivery of the transformative power of music medicine across the nation.

Thank you for all you have done over the last 21 years to support our Link program. Together, we provided essential support to more than 3,000 families.

Kids’ Cancer Pages
Kids’ Cancer Pages is the first-ever national resource directory on childhood cancer and was recognized by the National Cancer Institute as “the most comprehensive guide for families currently available.” Now in its fifth edition, this vital support tool is sent free-of-charge to every pediatric hospital in the country. Click here to download a searchable PDF.

Family Support Pages
CCA’s Local Family Support Pages are a local resource directory for families and caregivers of seriously ill children in Oregon and SW Washington. Click here to view and download.

Thank you to CCA for the incredible support from the Link program. Our patients and families have benefitted so much from this financial support—I’ve witnessed the impact firsthand and I’m grateful.

KELLY JESKE, LCSW
Medical Social Worker at Doernbecher Children’s Hospital

9,144 Total JoyRx Interactions
1,066 Individual Family Members Served
254 Total Requests Fulfilled

97% of families reported the Link program support filled an important need

Program Impact in FY20 (May 1, 2019 - April 30, 2020)
Community Outreach and Education

CCA Volunteers Share Their Time and Talent to Raise Awareness for JoyRx

For Childhood Cancer Awareness Month in September, CCA partnered with the State of Oregon to launch a “Wear a Mask” public service campaign to raise awareness for the more than 5,000 kids in Oregon facing cancer or other serious illness who are at increased risk during the COVID-19 pandemic.

Jeff Selis, a 27-year veteran of advertising giant Wieden+Kennedy, generously volunteered his photography and videography skills pro-bono to bring this safety campaign vividly to life.

The result was an inspiring series of four ads (two also created in Spanish) featuring four very special kids: Kira, Spencer, Angelina, and David.

Heading up the project for the State was Interim Communications Director, Thomas Wheatley, whose son was diagnosed with acute lymphocytic leukemia (ALL) in 2014. CCA had the honor to serve Thomas and his family during his son’s treatment. We are happy to tell you his son is now a survivor.

Volunteers are the heart and soul of our organization: they mentor children, share their musical talents, staff community events, host toy drives, serve on our leadership boards, and so much more. We are grateful for their generous contributions of time, talent, and passion to our mission of JoyRx.

To learn more about volunteer opportunities at CCA, email us at Volunteer@JoyRx.org or visit us online at JoyRx.org/Get-Involved.

CCA Volunteers Share Their Time and Talent to Raise Awareness for JoyRx

14,061 Hours Donated by 3,484 Volunteers

An Equivalent Value of $357,751

552 Kids & Teens Served by Volunteer Events

328 Dinner Donor Meal Kits

Volunteer Survey Highlight

91% strongly felt they contributed to their community

Program Impact in FY20 (May 1, 2019 - April 30, 2020)
A Community Inspired by Joy

Despite many events being cancelled this year due to pandemic safety restrictions, CCA found a number of ways to safely stay connected to our community to raise vital funds and awareness—thanks to our wonderful and passionate friends. Here are a few highlights.

February’s Joy Makers Campaign Gets a Boost from Nike’s Cats & Dogs

In February, Joy Makers filled the airwaves for CCA’s largest annual community fundraising campaign. We have many friends to thank for this successful, multifaceted campaign—starting with media partner, KATU-TV, and presenting sponsor, Unitus Credit Union.

Dick Hannah Dealerships once again offered the winner of our Winter Joy Ride Car Raffle their choice of one of seven cars. With their generous donation of the winning car, CCA raised nearly $107,000 in revenue from this raffle.

Fundraising activations by 35 Joy Maker retail and corporate partners raised nearly $120,000. We thank all of our Joy Makers for creating Joy for seriously ill kids—and want to highlight the top fundraisers: Elmer’s Restaurants, Pietro’s Pizza, and Black Rock Coffee.

We also want to thank generous individual donors who responded throughout the month of February and especially on KATU’s focused Day of Giving to CCA, to donate more than $50,000 to Give Joy to seriously ill kids.

But there aren’t enough “Scooby” snacks in the jar to thank the (apparel) Cats and (shoe) Dogs of Nike who raised a whopping $338,000 for JoyRx—led once again by Top Dog, CCA Board leader, and Nike VP, FUEL Footwear, Andrea Corradini.

Gay Davis’ 10th Annual Golf for Joy is a Spaced-out and Swinging Success

Just over 10 years ago, our good friend, Gay Davis, decided to fuse his passion for golf with his desire to help deliver Joy to kids with cancer. Fast forward 10 years: Gay’s Golf for Joy event has raised more than $2 million—$434,000 this year alone! Gay, you are a force for Joy, and we are so grateful to you.

This year, COVID-19 made it even more important to raise these critical funds—and a bit more challenging. Months were spent collaborating with the good folks at Pumpkin Ridge Golf Club to host a distance-style event, in keeping with local and federal health and safety guidelines. The result was a successful 10th annual Golf for Joy tournament and an incredible three days of golf—with Gay walking 103 holes in his personal marathon this year!

Many thanks to the generous sponsors who made this event possible: Hoffman Construction, Western Pacific Building Materials, and Platt Electric.

Trying something new, we also challenged our golf-loving friends to be inspired by Gay’s feats of personal golf marathons and embark on a marathon of their own.

Former LPGA golfer, Jennie Lee, knows her way around a golf course—but this was the first time she’s ever played four rounds for 14 hours straight! We’re so grateful to Jennie, Bill Grange, Kim Corekin, Corey Newman, Scott Burton, Seth Finnie, Bill Mattecheck, John Grothe, and the Merz family for participating in this inaugural marathon challenge—and raising nearly $60,000!
CCA's Wonderball celebrated its 20th year with a jump-to-the-future, out-of-this world, virtual gala, The Future is Joy. Nearly 2,000 friends tuned in from across the country for an unforgettable evening—jumping from one Zoom-room party to another, or to a Penner-Ash winemaker-led tasting, or mixology class with Charlie Hodge—before settling in for a live-stream gala hosted by the voice of the Portland Trail Blazers, Jordan Kent, and returning auctioneer, Kelly Russell. The evening closed with a rousing, intimate performance by folk-rock stars, The Lumineers, right from their living room.

We are humbled by, and grateful for, the generous outpouring of our community who proved that Joy could conquer any obstacle a pandemic can throw our way—rallying for a wonderfully unexpected, and much appreciated, fundraising total of more than $1.2 million!

We are grateful to long-time friends Clare Hamill and Andy and Mary Lytle for inspiring our donors with generous matching challenges and NFP, this year’s presenting sponsor. NFP’s sponsorship of Wonderball is part of a three-year commitment to CCA, which this year also included a pre-gala employee “Zoom Room Party” and peer-to-peer fundraiser with $10,000 company match incentive, and a donation to the silent auction. NFP CEO, Doug Hammond, opened our virtual Wonderball and if you missed it, you can watch the full program at JoyRxWonderball.com.

Our Community Showed Up Big for CCA’s First Virtual Wonderball Celebration
CCA’s Friends Helped Strum, Ride, Walk, Golf, and Pedal the Way to Fundraising Success

Iconic guitar brand, Gibson Guitar, launched a very special guitar raffle (1) to benefit JoyRx Music in June, featuring southern rocker, Marcus King. Six lucky winners became the new owners of an Epiphone, Kramer, or Gibson guitar. Youth artists from the Gibson Generation Group also created virtual music medicine for JoyRxMusic.org, adding exclusive guitar lessons and musical performances to the site. This partnership raised nearly $37,000 for JoyRx.

CCA’s Summer Joy Ride Car Raffle (2), again in partnership with Audi Beaverton, gave away a loaded Audi Q3 SUV, raising nearly $88,000 through raffle ticket purchases.

The annual Walk for Joy (3) in September was a bit different this year, as teenagers from Portland’s Jesuit High School, Central Catholic High School, St. Mary’s Academy, Valley Catholic High School, De La Salle North Catholic High School, and La Salle Prep walked independently with their families, instead of each other, to raise nearly $43,000.

Despite pandemic and smoke from Oregon’s summer fires, the 11th Annual CCA Invitational Pro-Am Golf Tournament (4) was held at The Oregon Golf Club in October, raising more than $110,000. Thank you to presenting sponsor OnPoint Community Credit Union.

Hosting a brand new event for CCA, long-time partner, Northwestern Mutual, engaged employees in a Peloton Challenge, resulting in more than $50,000 raised for JoyRx.
Our Extraordinary Leaders

Thank you to the community leaders who comprise our Boards and champion our programs, giving generously of their time and talents to make good things possible for the children, teens, and families we serve. Click here to learn more.

Board of Directors
Elected volunteer business and civic leaders with diverse backgrounds and decades of experience. They manage fiduciary responsibilities, budget and policy oversight, and strategic vision for the organization.

Scott Burton
Board Chair
Director of Revenue Management & Portfolio Positioning, Cambia Health Solutions

Rosemary Colliver
Board Chair Emeritus (17-19)
Head of Legal & Business Affairs, ShadowMachine

Andy Lytle
Board Chair Emeritus (11-17)
CEO, AtTheJoy LLC
Co-Founder, Lytle-Barnett

Paul Gulick
Board Chair Emeritus (08-10)
Co-Founder, In-Focus
Partner, Clarify Visual Systems (Retired)

Clare Hemill
Founding Board Chair (96-05)
Vice President, Nike Growth Initiatives, Nike, Inc.

Danielle York
Ex-Officio
Chief Executive Officer, Children’s Cancer Association

Regina Ellis
Ex-Officio
Founder & Chief Joy Officer, Children’s Cancer Association

Suzann Baricevic Murphy
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Paula Barran
Partner, Barran Liebman, LLP

Ryan Beckley
Owner & President, TerraFirma

Mark Byrum
Owner & Operator, Urban Restaurant Group

Jodi Coombs
EVP & COO, Children’s Mercy Kansas City

Aaron Cooper
Community Supporter

Tim Cooper
Senior Vice President, Brown & Brown Northwest Insurance

Andrea Corradini
Vice President, FUEL Footwear, Nike, Inc.

Jesal Duley
Founder & Instructor, BurnCycle

Analia Ehrhart
Community Leader & Philanthropist

Bill Foudy
President, Target Sourcing Services

Margo Fowlkes
Founder & President, OnTarget Consulting, Inc.

Chris Funk
Artist, Musician & Producer, The Decemberists

Rob Goodman
Owner/President of Sales, American Medical Concepts, Inc.

Sharon Gueck
Portfolio Manager & Financial Planner, Becker Capital

Paul Hogan
Principal, Jesuit High School

Peter Kwong
Audit Shareholder & Director of Assurance & Advisory, Perkins & Co

Scott Lawrence
Founder, Breakside Brewery

Matt Lounsbury
Senior Vice President, Proud Mary Coffee Roasters

Lesley Otto, MD
Physician & Surgeon

Ron Penner-Ash
Winemaker & Owner, Penner-Ash Wine Cellars

CS Sheffield
National Oncology Account Manager, Merck Oncology

John Simpson
Startup Advisor

Senja Stoves
SVP of Human Resources, Legacy Health

Mike Tarbell
President & Head Coach, Playbooks Consulting

Robert Truman
Regional Vice President of Sales, Townsquare Media Group

JoyRx Music Champions
Leaders and executives from media companies, global consumer brands, and the music industry who provide strategic insights and connections that make our flagship music medicine program possible.

National JoyRx Music Champions Roster
Austin JoyRx Music Champions Roster

Pacific Northwest Leadership Council
Collaborative partners who raise awareness of Children’s Cancer Association’s mission and goals. They provide talent, passion, and expertise in marketing, fundraising, programs, and community engagement.

Pacific Northwest Leadership Council Roster

Young Professionals Council
Young professionals who are with us every step of the way, participating in our events, programs, and fundraisers and connecting us to new friends.

Young Professionals Council Roster
I give because I can and if you can, you should. You should find something that means something to you and give with all your heart.

DAWN MURAI

As a Chemo Pal mentor of 13 years, I have seen firsthand how the generous contributions of donors have delivered joy to kiddos fighting life-threatening illness. When a child opens a bag of toys and games that they can play with their Chemo Pal mentor, or when Music Rx mentors stop by a child’s room with instruments for them all to sing and play along, frowns of frustration and sadness so blossom in to smiles and laughter.

BILL GRANGE

Far too many friends have lost children to cancer; my wife and mother lost their battles as well. CCA is a blessing for so many families. Giving to CCA, like donating blood, saves lives. How could we say No to the great people who work so hard for others?

TIM FREEMAN

The power of music to bring joy begins at a young age. Watching children move to music before they can walk is proof. Giving to help children who need to have joy in their difficult journey is a blessing.

JIM HEISER

Having been on the receiving end of CCA’s generous support, I understand the importance of knowing that someone is rooting for your family. Now that I’m able to give back I keep those very feelings in mind. To me, giving, in whatever form or fashion you can, means passing on the kindness you’ve been shown to others who need it most.

KATE HAARMANN

As a mother and grandmother, I know how hard it is when your child is sick. You will do anything to help them feel better. Music always lifts my spirits, and I am so happy Children’s Cancer Association connects music with children undergoing treatment. Please join me in giving children with cancer hope and happiness during times of fear and uncertainty. We all need some of that, especially those most vulnerable, our most precious resource, our children.

ANNE NAITO-CAMPBELL

Thank You, JoyRx Friends!
Thank You!

For 25 years, many individuals, foundations, companies, and organizations make JoyRx possible. We thank each and every one of you for positively impacting the emotional wellbeing of young patients across this nation. Our future is bright with you by our side!

Legacy of Joy: Planned Giving Society

CCA’s Planned Giving Society celebrates individuals who have included CCA in their will, as a beneficiary of their retirement or insurance plan, or have set up long-term gifts, including charitable gift annuities (CGAs) and charitable remainder trusts (CRTs). Thank you for the lasting impact these gifts create in the lives of seriously ill kids and their families when they need more than medicine. To learn more about how to join our Legacy of Joy society, please click here.

Society 5 Members

Society 5 is an innovation accelerator that enables CCA to seek out and fund game-changing, mission-focused projects and initiatives. It is inspired by Alexandra Ellis’s five years of life and the community of Joy that she ignited.

Pete & Jennifer Baker
Suzann Baricevic Murphy
Marsha Brockmeyer
The Byrum Family
Rosemary Colliver & Frank Weiss
Rita Duyn
Regina Ellis & Keith Dubanevich
Rob Gloeckner
Rob Goodman
Christine Grimm
Clare Hamill

Suzanne & Mike Moll
Janice Phillips
Timothy & Kristen Phillips
Dwayne & Merritt Richardson
Estate of Richard Seidel
Larry & Elizabeth Volchock
Estate of David Alan Xochihua
Rene Zingarelli

For More Information

If you are thinking about ways to get more engaged philanthropically, including planning an estate gift or joining Society 5, please contact Tanya Sloan, Director of Philanthropy, at TSloan@JoyRx.org or (503) 200-5122.

To make a gift now, visit JoyRx.org/Donate

Many Ways to Give to JoyRx

There are countless ways you can make a difference in the lives of the seriously ill kids and families served by CCA’s JoyRx® programs. Go to JoyRx.org/Get-Involved to explore how you or your business can get involved today.

Volunteer your Time & Talent
Become a Sponsor or Corporate Partner
Make an In-Kind Donation
Fundraise for CCA

Shop for CCA
Have your Company Match your Gift
Plan your Legacy Giving
Give Stock
Make a Donation
For 25 years, Children’s Cancer Association has delivered Joy-centric programs to seriously ill kids and teens to improve their emotional health and well-being—transforming their pediatric healthcare experience.

Your generous support makes this possible—thank you.

If you’d like to explore new ways to Give Joy, please contact:

Danielle York, CEO
DYork@JoyRx.org

Jenny O’Bryan, SVP of Revenue & Development
JOBryan@JoyRx.org

If you’d like to learn more about CCA’s Capital Campaign, JoyRx Now!, please contact:

Regina Ellis, Founder & Chief Joy Officer
REllis@JoyRx.org

Jack Pipkin, VP of Development
J Pipkin@JoyRx.org

Tanya Sloan, Director of Philanthropy
TSloan@JoyRx.org